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JANUARY 19, 1987

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

FCC SEEN UNLIKELY TO UNDO MUST-CARRY, DESPITE STAY

CABLE NETS NOW A FORCE TO BE RECKONED WITH AT NATPE

LEADERSHIP FORUM, PART II: RAISING PENETRATION

EARLY PEOPLE METER RESULTS RAISE RED FLAG FOR CABLE

FUTURISTS STILL STRONG ON CABLE, DESPITE ALTERED VISIONS

WORKING ON THE NEXT DECADE: WTBS STOKES PROGRAMMING PUSH

CableVision

FRONTLINE

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TCI shifts U-A strategy 12
Tax considerations and other matters persuade Tele-Communications Inc., the new 55 percent owner of United Artists Communications, to keep the company separate under the leadership of John Malone and Stewart Blair.

Shopping NATPE 16
Cable programmers' appetite for product has made them a force to reckon with as the National Association of Program Executives' annual convention gets underway in New Orleans.

INTV potshots 18
Cable bashing takes center stage at the Independent Television Association's Los Angeles convention, with speakers claiming cable wants to have its cake and eat it too on First Amendment

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FORUM

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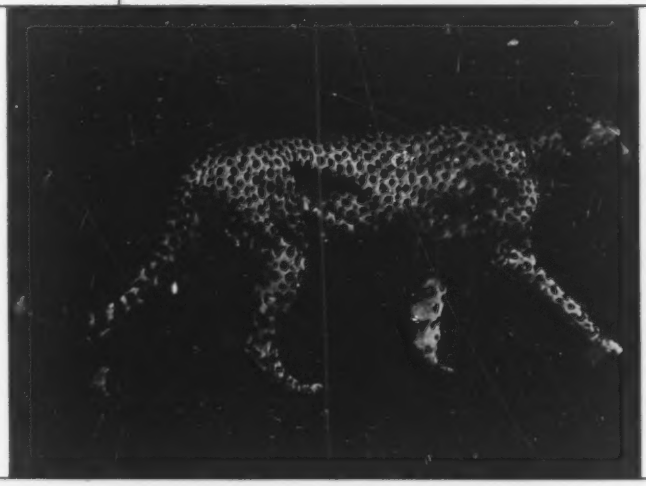
In this second half of our Leadership Forum, 10 distinguished operators and programmers discuss cable's penetration potential, focusing on marketing and pay-per-view as a means of achieving it.

ADVERTISING

Mass-metering 42
People meters may not allieviate cable network dissatisfaction with audience measurment standards, as some had hoped. So far, numbers from the meters in limited testing indicate cable may do no better than with diary samplings, prompting the CAB's Jack Hill to urge postponement of exclusive meter use.

BUSINESS

The think tank perspective on cable's promise 46
The dreams that drove the cable industry during the last 20 years have not dissolved, but they have changed. Futurists now believe cable's long-term role may remain focused on entertainment, with business information remaining the purview of the telcos.



COVER STORY

WTBS in full stride 22
The tiny Atlanta UHF channel of 10 years ago has not lost its edge as it gained prominence in cable, maintaining an aggressive programming stragegy that has resulted in many of the industry's top ratings, personalities and profits.

Film product comparison-February

Film	Pay Networks					Distributor
Actress,The				DIS		MGM/UA
Agnes of God	(HBO)				MAX	Columbia
Altered States			TMC			Warner Bros.
Ambasador, The					MAX	Cannon
American Dreamer	HBO				(MAX)	CBS
Angel Wore Red, The		ST*				MGM/UA
Antarctica			TMC*			20th Century-Fox
Ask Any Girl			TMC			MGM/UA
Assault on Precinct 13	(HBO)		TMC			Goldwyn
Asterix the Gaul				DIS		Gaumont
Atlantic City	HBO		TMC			Paramount
Avanti!			TMC			MGM/UA
Avenging Angel	(HBO)				MAX	New World
Baby: Secret of the Lost Legend	(HBO)	(ST)	TMC		(MAX)	Disney
Badlanders, The		(ST)		DIS	MAX	MGM/UA
Bad Medecine	(HBO)		(TMC)		MAX	20th Century-Fox
Ballad of Cable Hogue, The			TMC		(MAX)	Warner Bros.
Bandit of Sherwood Forest, The				DIS		Columbia
Beau Brummel				DIS		MGM/UA
Becket			TMC*			Maljack
Best of Times	HBO	ST	TMC			Universal
Best Revenge	(HBO)		TMC*		(MAX)	Lorimar
Better Off Dead	HBO				(MAX)	Warner Bros.
Beyond the Forest		ST				MGM/UA
Beyond the Walls			TMC			Warner Bros.
Big Leaguer			TMC			MGM/UA
Big Wednesday					MAX	Warner Bros.
Billion for Boris, A				DIS		Film Gallery
Black Narcissus			TMC*			New Century
Body Rock	HBO					New World
Bolero					MAX	Cannon
Born Free				DIS	(MAX)	Columbia
Boy in Blue, The			TMC	DIS		20th Century-Fox
Brighty of the Grand Canyon				DIS		Acama Films
Bristle Face				DIS		Disney
Call Me Mister				DIS		20th Century-Fox
Carson City			TMC		(MAX)	Warner Bros.
Casey's Shadow	HBO					Columbia
Casino Royale					MAX	Columbia
Catherine the Great				DIS		Goldwyn
Cat's Eye	(HBO)				MAX*	MGM/UA
Cease Fire	(HBO)		TMC*			Southbrook
Charge at Feather River, The		TMC			MAX	Warner Bros.
Chariots of Fire	HBO				(MAX)	Warner Bros.
Charlie Chan & the Curse of the Dragon Queen	HBO*					American
Choose Me	(HBO)	ST	(TMC)			Lorimar
C.H.U.D.	HBO	ST			(MAX)	New World
City Lights	(HBO)				MAX	20th Century-Fox
Cloud Waltzing		ST				Showtime
Coca-Cola Kid, The			TMC		(MAX)	Film Gallery
Come Fill the Cup		ST			(MAX)	Warner Bros.
Commando		ST			(MAX)	20th Century-Fox
Company of Wolves, The		(ST)	TMC			Cannon
Corn Is Green, The			TMC			Warner Bros.
Cotton Club, The	(HBO)		TMC		(MAX)	Orion
Creator			(TMC)		MAX*	Universal
Creature	HBO		(TMC)		(MAX)	Goldwyn
Crossover Dreams			TMC*			Miramax
Daffy Duck's Movie	(HBO)	ST*			(MAX)	Warner Bros.
Delivery Boys	HBO					New World
Delta Force, The		ST				Cannon
Desperately Seeking Susan	HBO*				(MAX)	Orion
Dot and the Koala				DIS		Cori Films
Dreamchild	HBO				(MAX)	Thorn-EMI
Duchess of Idaho		ST				MGM/UA
Dusty		ST	(TMC)			Castle Hill
Eddie & The Cruisers	(HBO)	(ST)	TMC		(MAX)	Embassy
Eleni	(HBO)				MAX	Warner Bros.
Elephant Man, The		(ST)	TMC		(MAX)	Paramount
Eliminators			TMC			DEG
Elvis: That's the Way It Is		(ST)	TMC			MGM/UA
Empire Strikes Back, The	(HBO)	(ST)	TMC*		(MAX)	Lucasfilm
Falling In Love		ST	TMC			Paramount
Fandango	(HBO)		TMC			Warner Bros.
Final Terror, The	HBO					Arkoff
Flash of Green, A	HBO					International
Fool For Love		ST				Cannon

Film	Pay Networks					Distributor
Forever Young			TMC			Film Gallery
Fortress	HBO					Crawford
Fox, The					MAX	Cannon
Friendships, Secrets & Lies					MAX	Warner Bros.
Fright Night	HBO				(MAX)	Columbia
From Here To Eternity					MAX*	Columbia
Funny Lady	HBO				(MAX)	Columbia
F/X	HBO	ST	TMC			Orion
Ghostbusters	(HBO)				MAX*	Columbia
Girl Next Door, The				DIS		20th Century-Fox
Gold of Naples, The			TMC*			DEG
Goodbye Cruel World			TMC*			Sharp Features
Goodbye Emmanuelle		ST				Miramax
Good Guys and the Bad Guys, The			TMC		(MAX)	Warner Bros.
Goonies, The	(HBO)				MAX*	Warner Bros.
Grace Quigley					MAX	Cannon
Great American Broadcast, The					MAX	20th Century-Fox
Great Caruso, The				DIS	(MAX)	MGM/UA
Gulliver's Travels				DIS		Miramax
Gung Ho		ST				Paramount
Gun Glory			TMC			MGM/UA
Hamlet			TMC			New World
Hanky Panky					MAX	Columbia
Happy Birthday to Me					MAX	Columbia
Happy Hooker, The		ST*				Cannon
Heartland		(ST)	TMC	DIS		Goldwyn
High Anxiety			(TMC)		MAX	20th Century-Fox
Highest Honor, The	HBO				(MAX)	New World
Hitcher, The					MAX	Silver Screen
Hog Wild					MAX	Mutual
Holcroft Covenant, The	(HBO)				MAX	Thorn-EMI
Hollywood Hot Tubs		(ST)	TMC		MAX	Seymour Borde
Homestretch, The				DIS		20th Century-Fox
Hot Resort	(HBO)	ST*			(MAX)	Cannon
How To Be A Perfect Person in Just Three Days				DIS		Wonderworks
Hunchback of Notre Dame, The					MAX	Columbia
I Am A Camera			TMC*			New Century
Idolmaker, The			(TMC)		MAX	MGM/UA
Impulse		(ST)	TMC			Universal
Interrupted Melody				DIS	MAX	MGM/UA
Invisible Strangler			TMC			Seymour Borde
Irreconcilable Differences	(HBO)	ST	(TMC)		(MAX)	Warner Bros.
Jagged Edge	(HBO)				MAX*	Columbia
Jaws		(ST)	TMC*		(MAX)	Universal
Jazz Singer, The		ST	(TMC)			Warner Bros.
Jim Thorpe—All American			(TMC)		MAX*	Warner Bros.
Johnny Dangerously	(HBO)		(TMC)		MAX	20th Century-Fox
Joshua Then and Now	HBO		(TMC)			20th Century-Fox
Just the Way You Are	HBO	ST	(TMC)		(MAX)	MGM/UA
Kids Who Knew Too Much, The				DIS		Disney
Killing Fields, The	HBO		(TMC)		(MAX)	Warner Bros.
Killing of Sister George, The			TMC			Viacom
King David		(ST)	TMC*			Paramount
Kiss Me Kate		ST				MGM/UA
Kiss Me, Stupid		ST	(TMC)			MGM/UA
Knights of the City					MAX	New World
La Balance			TMC*			Spectre Films
LadyHawke			(TMC)		MAX*	Warner Bros.
Law and Jake Wade, The			TMC			Warner Bros.
Le Sex Shop					MAX	Castle Hill
Life on the Mississippi			TMC*			Tranacon
Littlest Horse Thieves, The				DIS		Disney
Looker			(TMC)		MAX	Warner Bros.
Lost in America	(HBO)	(ST)			MAX*	Warner Bros.
Love is Better Than Ever		ST				MGM/UA
Lust in the Dust	HBO					New World
Macaroni		(ST)	TMC			Paramount
Mad Max Beyond Thunderdome	HBO		(TMC)		(MAX)	Warner Bros.

Film	Pay Networks					Distributor
Magnificent Dope, The			(TMC)	DIS	(MAX)	20th Century-Fox
Malibu Express		(ST)	TMC		(MAX)	W.P. Donnelly
Mambo			TMC			DEG
Man From Button Willow, A		ST				Les Haber
Manny's Orphans			TMC*			Castle Hill
Man With One Red Shoe, The	HBO		(TMC)		(MAX)	20th Century-Fox
Maria's Lovers	(HBO)		TMC			Cannon
Mass Appeal	(HBO)	(ST)	TMC			Universal
Maxie	HBO*				(MAX)	Orion
Million Dollar Duck, The				DIS		Disney
Missing in Action II	HBO	(ST)	(TMC)		(MAX)	Cannon
Mommie Dearest	(HBO)	ST*	TMC			Paramount
Morons From Outer Space	HBO				(MAX)	Thorn-EMI
Moving Violations	(HBO)		(TMC)		MAX	20th Century-Fox
Music Man, The			(TMC)		MAX	Warner Bros.
My Blue Heaven				DIS	(MAX)	20th Century-Fox
My Chauffeur					MAX	Crown
My Science Project	(HBO)	(ST)	(TMC)		MAX	Disney
Nancy Goes to Rio			(TMC)	DIS		MGM/UA
Nighthawks	HBO	ST	(TMC)		(MAX)	Universal
Nightmare on Elm Street, A	(HBO)		TMC		(MAX)	New Line
Night of the Comet	HBO	ST	(TMC)		(MAX)	Atlantic
9½ Weeks		ST				TBS
Ninja Wars		(ST)	TMC			Muller Media
Obsession					MAX*	Columbia
Oklahoma City Dolls, The	HBO*					Columbia
Out of Africa	HBO	ST	TMC		MAX	Universal
Out of Control					MAX*	New World
Pagan Love Song			TMC			MGM/UA
Parting Glances			TMC			Cinecom
Passage to India, A	(HBO)				MAX	Thorn-EMI
Perfect	(HBO)				MAX	Columbia
Perils of Gwendoline, The			TMC*		MAX	Goldwyn
Police Academy II	(HBO)	ST*	(TMC)		(MAX)	Warner Bros.
Prisoner of Shark Island				DIS		20th Century-Fox
Prizzi's Honor		ST			(MAX)	Universal
Professionals, The					MAX*	Columbia
Protocol	(HBO)	ST	TMC*		(MAX)	Warner Bros.
Purple Rose of Cairo, The	HBO				(MAX)	Orion
Pursuit of D.B. Cooper, The	HBO		TMC*			King Features
Quick and the Dead, The	HBO					J. Cates
Rainbow			TMC			Viacom
Raintree County	HBO	(ST)				MGM/UA
Rappin'					MAX	Cannon
Real Genius	(HBO)				MAX*	Tri-Star
Red Badge of Courage, The			TMC*		MAX	MGM/UA
Rembrandt				DIS		Goldwyn
Remo Williams: The Adventure Begins	(HBO)				MAX*	Orion
Return of the Living Dead	(HBO)				MAX	Hemdale
Richard Pryor Live In Concert			(TMC)		MAX*	Gary Biller
Ride Vaquero		ST				MGM/UA
The River	(HBO)	ST	(TMC)		(MAX)	Universal
Roller Boogie	HBO				(MAX)	CMF
Roots of Goofy, The				DIS		Disney
Rubber Tarzan			(TMC)	DIS		Janus Films
Ruling Class, The			TMC*			Embassy
Rustler's Rhapsody		(ST)	TMC			Paramount
Scarred		ST*				Seymour Borde
Screen Test					MAX	Farpoint
Secret Admirer	(HBO)				MAX	Orion
Shaggy Dog, The				DIS		Disney
She's Working Her Way Through College			TMC*		(MAX)	Warner Bros.
Silent Madness			TMC			Almi
Silent One, The				DIS		Satori
Silent Rage					MAX	Columbia
Silverado	HBO				(MAX)	Columbia
16 Days of Glory				DIS		Paramount
Smithereens			TMC*			Film Gallery
Something for the Birds				DIS		20th Century-Fox
Somewhere, Tomorrow				DIS		Film Gallery
South Pacific				DIS		Goldwyn
Star '80					MAX	Warner Bros.
Stick		ST*	(TMC)		(MAX)	Universal
Story of Will Rogers, The					MAX	Warner Bros.
Strange Companions				DIS		Disney
Strange Lady in Town		(ST)	TMC			Warner Bros.
Summer Rental		ST*				Paramount
Sunday Dinner for a Soldier					MAX	20th Century-Fox
Superman		(ST)	(TMC)		MAX*	Warner Bros.
Sylvia					MAX	MGM/UA
Teen Wolf	(HBO)				MAX	Atlantic
Terminal Choice			TMC			Almi
Terminator, The	HBO*				(MAX)	Hemdale
Thief of Hearts		ST*	TMC*			Paramount
This Could Be the Night			TMC			MGM/UA
Thomasine and Bushrod					MAX	Columbia
Three Caballeros, The				DIS		Disney
3:15			TMC			RK Video
Threshold	HBO				(MAX)	20th Century-Fox
Thunder Alley	(HBO)		(TMC)		MAX	Cannon
Thunder in the Valley				DIS		20th Century-Fox
Tonka				DIS		Disney
Too Scared to Scream	(HBO)	ST	(TMC)		(MAX)	The Movie Store
Torch Song		ST				MGM/UA
Trancers			(TMC)		MAX*	Vestron
Trial, The			TMC			Viacom
Tribute					MAX	Kudos Film
Two Lovers		(ST)	TMC			MGM/UA
Unico in the Island of Magic				DIS		Sanrio
Uphill All the Way	HBO					New World
Ups and Downs		(ST)	TMC			David Armstrong
Up the Academy					MAX	Warner Bros.
Vals, The					MAX	Simcom
Vanishing Wilderness	HBO					Pacific
Victory	HBO	(ST)	(TMC)		(MAX)	Lorimar
Volunteers	(HBO)				MAX	Columbia
Weird Science	(HBO)	(ST)	TMC*		(MAX)	Universal
Wetherby			TMC			MGM/UA
Where Do We Go From Here				DIS	(MAX)	20th Century-Fox
White Nights	HBO				(MAX)	Columbia
Wicked Lady, The			TMC			Viacom
Wildcats	HBO				MAX	Warner Bros.
Windwalker				DIS		Pacific Int'l
Windy City	HBO					CBS
Woman of the River			TMC			DEG
Wonder of it All				DIS		Pacific Int'l
Xanadu			TMC*	DIS	MAX*	Universal
Yankee Doodle Dandy (colorized)					MAX	MGM/UA
Young Bess				DIS		MGM/UA
Youngblood	HBO					MGM/UA
Young Teacher, The				DIS		Londonderry
Young Warriors			TMC			Viacom
Zoo Gang, The	(HBO)				MAX	New World
Zulu Dawn					MAX	Zulu Dawn

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
DIS-The Disney Channel
MAX-Cinemax

- Networks in parentheses indicate carriage in September, October, November, December and/or January.
- An asterisk indicates the film is a carry-over from September, October, November, December and/or January.
- In total, 274 films appear on the February schedules of Home Box Office, Showtime, The Movie Channel, The Disney Channel and Cinemax. Of those titles, during the last six months, none has played on all five services, 16 have played on four of the five services, 30 have played on three, and 86 have played on two of the five services. One hundred and forty-two titles on the February schedules of these five services were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV in February is Warner Bros. with 35, followed by MGM/UA with 32, 20th Century-Fox and Columbia with 22 each, and Universal with 12.
- Titles subject to change.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	236	4,600,000
Alternate View Network	206	2,500,000
Arts & Entertainment (A&E)	2,200	19,700,000
Black Entertainment Television (BET)	717	11,400,000
Cable News Network (CNN)	9,386	33,100,000
Cable Value Network	500	10,000,000
C-SPAN	2,300	25,250,000
C-SPAN II	286	7,600,000
CBN Cable Network	7,318	32,338,000
CNN	7,215	35,834,000
Consumer Discount Network	NA	1,000,000
Country Music Television	438	6,200,000
The Discovery Channel	1,034	10,100,000
ESPN	14,260	38,500,000
Eternal Word Television Network (EWTN)	334	6,100,000
Financial News Network (FNN)	1,434	23,300,000
Headline News	2,222	29,760,000
Hit Video USA	41	1,700,000
Home Shopping Network	517	9,774,977
Innovations In Living (HSN2)	176	5,322,296
International Television Network	5	622,000
The Learning Channel	800	7,200,000
Liberty Broadcasting Network	90	1,300,000
Lifetime	3,050	27,100,000
Music Television (MTV)	4,269	30,700,000
The Nashville Network	3,770	26,600,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,501	29,000,000
The Nostalgia Channel	350	300,000
PTL The Inspirational Network	1,300	13,000,000
QVC Network	450	10,500,000
Score	1,020	19,000,000
Rock Christian Network	9	886,000
Silent Network	206	6,800,000
SIN Television Network	383	33,673,000
Sky Merchant	N/A	N/A
Sweepstakes Channel	N/A	N/A
TelShop	650	10,200,000
Tempo Television	640	12,500,000
Trinity Broadcasting Network	444	6,304,000
USA Network	6,500	33,000,000
Video Hits One	1,189	14,100,000
Video Shopping Mall	NA	NA
The Weather Channel	2,200	22,000,000
WGN-TV	9,254	22,180,000
WOR-TV	1,999	8,669,134
WPIX-TV	254	2,434,000
WTBS-TV	8,373	37,582,000
Pay services		
American Movie Classics	350	2,000,000
Bravo	285	350,000
Cinemax	3,300	3,700,000
The Disney Channel	4,300	3,000,000
GalaVision	234	183,000
Home Box Office (HBO)	6,900	14,600,000
Home Theater Network (HTN)	350	300,000
The Movie Channel	3,250	3,250,000
The Playboy Channel	580	732,000
Showtime	3,200	5,400,000
Audio services		
Cable Radio Network	24	1,500,000
JazzAmerica	NA	NA
KKGO Super Jazz	11	98,521
Moody Bible Institute	70	923,102
Satellite Radio Network	251	740,000
Seeburg Lifestyle	151	2,465,000
Seeburg Lifestyle Adult Contemporary	25	536,000
Tempo Sound	300	1,000,000
WFMT Chicago	159	1,257,000
Text services		
AP News Cable	275	3,600,000
AP News Plus	60	1,500,000
Cable SportsTracker	28	2,045,000
DBC/ MarketWatch	50	NA
Electronic Program Guide (EPG)	285	5,643,000
EPG Jr.	76	76,655
Genesis Cable Storytime	26	1,033,000
Reuters News View	325	3,250,000
Basic services		
TV Decisions	145	5,450,000
UPI Data Cable	450	4,000,000
X*Press	60	1,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Fuji Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Cable Interfaith	7	150,000
Bay Area Religious Channel (BARC)	4	113,000
Buffalo Sabres Hockey	9	400,000
Cable TV Network of New Jersey	38.7	1,300,000
The Ecumenical Channel	7	149,000
KTVT	130	1,882,900
Life Newsvision	35	50,000
Madison Square Garden	82	1,900,000
Meadows Racing Network	14	446,000
MetroChannel	1	118,00
News 12 Long Island	7	500,000
Prime Ticket	207	1,600,000
SportsVision (Chicago)	38	610,000
Texas Cable Network	15	646,000
Pay services		
Dodgervision	44	935,000
Home Sports Entertainment—Houston/Dallas	119.5	216,000
Home Team Sports	80	340,000
New England Sports Network	156	172,178
PRISM-Philadelphia	90	370,000
Pro-Am Sports	110	112,000
SportsChannel (New England)	135	363,000
SportsChannel (New York)	66	562,000
Z Channel	25	89,500

Announced services

Satellite-fed services	Expected launch
Americana Network	3rd Quarter 1987
American Catalog Shopper's Network	3/87
Apollo Entertainment Television	TBA
Barter Resources Shopping Network	3rd Quarter 1987
The Book Channel	TBA
Comedy Television	1st Quarter 1987
Crazy Eddie World Of Home Entertainment Shopping Network	1st Quarter 1987
Discovery Computer Network	1987
Discovery Financial Network	1987
Drive-In Movie Channel	2nd Quarter 1987
El Canal Musical	4th Quarter 1987
Ethnic Radio Networks	1st Quarter 1987
EventTelevision	1st Quarter 1987
The Fashion Channel	2nd Quarter 1987
Gospel Music Network	3/87
International Business Network	2nd Quarter 1987
International Cablecasting's Cable Radio Network	9/87
Movie Time	1/87
Ozark Mountain Network	(2/87)
PreView Channel	4/87
The Preview Network	3/87
The Travel Channel	2/87
Tunnelvision	10/87
Vacation Travel Network	6/87
Video Shoppng Center (Telstar/LBS)	4/87
World Travel Network	1st Quarter 1987

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention: Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.